



WEWS

# ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision      **311219 /**      Product      **OFA Sked C Week 9.25-10.1.12**

Original Date / Revision      **09/14/12 09/26/12**      Agency Com      **15%**

Advertiser **Obama / Democrat / Preside**  
Billing Contact      **1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Agency      **GMMB Inc**

Buying Contact  
**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**  
Sales Office      EWSDC  
Sales Region      NAT  
Agency Ref      2

Order Sep      00:20:00

Estimate #      **1781**

Alt Order #

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic      A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority      P-1

Advertiser Ref

Primary Account Executive  
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 52315

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	44	\$42,466.00	\$49,960.00	0.00	08/27/12	09/30/12	44	\$42,466.00	\$49,960.00
October 2012	7	\$2,001.75	\$2,355.00	0.00	10/01/12	10/01/12	7	\$2,001.75	\$2,355.00
<b>Totals</b>	<b>51</b>	<b>\$44,467.75</b>	<b>\$52,315.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WEWS	09/25/12	10/01/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-TWTF--	1		\$400.00		0.00						
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00						
E 2	WEWS	09/25/12	10/01/12		CM	6-7a	MTWTF--	:30	2	\$200.00	P-3	0.00	NM	1	\$200.00



**WEWS**

Print Date: 09/28/12

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Contract / Revision      **311219**      Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision    09/14/12/    09/26/12

Order Sep    00:20:00

Advertiser    **Obama / Democrat / Presid**    Product **OFA Sked C Week 9.25-10.1**    Estimate #    **1781**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMC 6-7a M-F GMC 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					1	\$200.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
E 3	WEWS	09/25/12	10/01/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	- TWTF--	:30	6	\$210.00	P-3	0.00	NM	7	\$1,470.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					6	\$210.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$210.00		0.00			
E 4	WEWS	09/29/12	09/29/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-----S-					1	\$775.00		0.00			
E 5	WEWS	09/25/12	09/28/12	M-F 9-10a M-F 9-10a	CM	9-10a	- TWTF--	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					3	\$175.00		0.00			
E 6	WEWS	09/25/12	10/01/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					4	\$225.00		0.00			
		Week: 10/01/12	10/07/12	M-----					2	\$300.00		0.00			
E 7	WEWS	09/25/12	10/01/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					3	\$1,300.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
E 8	WEWS	09/25/12	09/28/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	- TWTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					3	\$800.00		0.00			
E 9	WEWS	09/25/12	10/01/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					2	\$550.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$550.00		0.00			
E 10	WEWS	09/25/12	10/01/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					2	\$700.00		0.00			
		Week: 10/01/12	10/07/12	-----					0	\$0.00		0.00			
E 11	WEWS	09/25/12	10/01/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$225.00	P-3	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					3	\$225.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$225.00		0.00			
E 12	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	4	\$370.00	P-3	0.00	NM	4	\$1,270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF--					3	\$300.00		0.00			
		Week: 10/01/12	10/07/12	M-----					1	\$370.00		0.00			



WEWS

Print Date: 09/28/12

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Contract / Revision **311219** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/26/12

Order Sep 00:20:00

Advertiser **Obama / Democrat / Presid** Product **OFA Sked C Week 9.25-10.1** Estimate # **1781**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 13	WEWS	09/25/12	10/01/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	1	\$325.00	P-3	0.00 NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF--		1			\$325.00		0.00			
	Week:	10/01/12	10/07/12	-----		0			\$0.00		0.00			
E 14	WEWS	09/25/12	09/28/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	- TWTF--	:30	1	\$1,300.00	P-2	0.00 NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF--		1			\$1,300.00		0.00			
E 15	WEWS	09/25/12	09/30/12	M-F 7-730p 7-730p The List	CM	7-730p	- TWTF--	:30	2	\$500.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF--		2			\$500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	3	WEWS	09/24/12-09/30/12	M-F 7-730p		7-730p	- TWThF----	:30		\$300.00		0.00 NM		
	4	WEWS	09/24/12-09/30/12	M-F 7-730p		7-730p	- TWThF----	:30		\$300.00		0.00 NM		
E 16	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	- TWTF--	:30	2	\$400.00	P-3	0.00 NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF--		2			\$400.00		0.00			
	Week:	10/01/12	10/07/12	M-----		1			\$400.00		0.00			
E 19	WEWS	09/25/12	09/30/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	- TWTF-S	:30	1	\$700.00	P-3	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	- TWTF-S		1			\$700.00		0.00			
E 20	WEWS	09/30/12	09/30/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1			\$5,000.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
	2	WEWS	09/24/12-09/30/12	Sunday Prime C		9-10p	-----Su	:30		<del>(\$5,000.00)</del>		0.00 NM		
	See MG 20.3 [LS...tp oversold]													
	3	WEWS	09/24/12-09/30/12	Sunday Prime A		7-8p	-----Su	:30		\$5,000.00		0.00 NM		
	Ⓜ MG for 20.2 09/30 [brk oversold]													
N 21	WEWS	09/25/12	10/01/12	Tuesday Prime Special Tuesday Prime Special	CM	DWTS SP Part II	-T-----	:30	1	\$3,800.00	P-3	0.00 NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-----		1			\$3,800.00		0.00			
	Week:	10/01/12	10/07/12	-----		0			\$0.00		0.00			
N 22	WEWS	09/25/12	10/01/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00 NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-T-----		1			\$6,000.00		0.00			
	Week:	10/01/12	10/07/12	-----		0			\$0.00		0.00			
N 23	WEWS	09/25/12	10/01/12	Thursday Prime C Thursday Prime C	CM	10-11p	---T---	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	---T---		1			\$5,000.00		0.00			
	Week:	10/01/12	10/07/12	-----		0			\$0.00		0.00			
N 24	WEWS	09/27/12	09/27/12		CM	9-10p	---T---	:30	1	\$12,000.00	P-2	0.00 NM	1	\$12,000.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Thursday Prime B															
Thursday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	---T---		1			\$12,000.00		0.00				
														Totals	51 \$52,315.00